

Message Text

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PAGE 01 FLOREN 00392 301813Z

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FM AMCONSUL FLORENCE

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INFO AMEMBASSY ROME

UNCLAS FLORENCE 0392

E.O. 11652: N/A

TAGS: BPRO, PINT, SCUL

SUBJECT: DETROIT RENAISSANCE CENTER DELEGATION VISITS

FLORENCE JUNE 20-24

REF: ROME 6006

1. THE PRESIDENT OF THE DETROIT RENAISSANCE CENTER PARTNERSHIP, WAYNE DORAN, BROUGHT A DELEGATION TO FLORENCE JUNE 20 TO 24 TO PROMOTE RENTAL OF SPACE BY FLORENTINE AND TUSCAN ARTISANS AND MERCHANTS. THE DELEGATION CONSISTED OF MR AND MRS RICHARD RASSLER OF THE TAUBMAN COMPANY WHICH IS RESPONSIBLE FOR SPACE RENTAL IN THE CENTER# MR AND MRS JOHN MAYHEW, PUBLIC RELATIONS CONSULTANT FOR THE CENTER AND MISS MILDRED CUSTIN A BUSINESS CONSULTANT FOR THE CENTER. MARC ANTHONY MESSINA, PUBLIC RELATIONS REPRESENTATIVE OF CARL BYOIR ASSOCIATES LTD BASED IN MILAN, ALSO CAME TO FLORENCE FOR THE VISIT.

2. THE DELEGATION HAD A FULL SCHEDULE THROUGHOUT THE VISIT AS CITY OFFICIALS, INDIVIDUAL MERCHANTS (VIZ. GUCCI, FERRAGAMO, GINORI) ARRANGED APPOINTMENTS TO LEARN WHAT THE RENAISSANCE CENTER COULD OFFER AND THE PRECISE DETAILS OF TAXES, SPACE COSTS OR RENTALS, LICENSES, US PARTNERS TERMS, ETC. THE DELEGATION HAD TO SPLIT INTO TWO GROUPS IN THE LAST TWO DAYS IN ORDER TO MEET WITH MORE INTERESTED PARTIES.

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3. ALTHOUGH RASSLER ANNOUNCED UPON ARRIVAL AND THE PRESS DULY REPORTED THAT THE RENAISSANCE CENTER HAD RESERVED AN ENTIRE WING FOR FLORENCE MERCHANTS, NO DEFINITIVE RESULTS CAN YET BE REPORTED. IF CONCRETE RESULTS DEVELOPED, THE DELEGATION HELD THEM CLOSELY. HOWEVER, JUDGING FROM THE REACTIONS THE CONSULATE OFFICERS WERE ABLE TO OBSERVE, THE RESPONSE WAS

PROMISING, EVEN ENTHUSIASTIC AMONG SOME BUT PROBABLY NO CONTRACTS WERE SIGNED.

4. FLORENCE MAYOR ELIO GABBUZZI (PCI) CONTINUES TO PLAY A PROMINENT ROLE IN THE RELATIONSHIP PRINCIPALLY THROUGH HIS TWO CITY ALDERMEN FOR ECONOMIC AND COMMERCIAL AFFAIRS LUCIO ARIANI AND ALFREDO CAIAZZO. CREDIT FOR FINDING AND OPENING THIS COMMERCIAL OPPORTUNITY FOR LOCAL CRAFTSMEN IS ATTRIBUTED IN THE PRESS TO THE MAYOR.

5. ON THE CULTURAL SIDE, MAYOR GABBUZZI ANNOUNCED DURING THE DELEGATION'S VISIT TO FLORENCE THAT MAYOR YOUNG OF DETROIT HAS COMMITTED HIMSELF TO MAKE A RECIPROCAL VISIT TO FLORENCE DURING 1977. ALSO AN OFFICIAL OF THE DETROIT INSTITUTE OF ARTS DR. DEWEY MOSBY INFORMED THE CONSULATE THAT THE DETROIT MUSEUM HAD MADE A COMMITMENT TO SEND AN EXHIBITION OF MODERN AMERICAN ART TO FLORENCE FOR THE SUMMER OF 1978.
GORDON

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